



**Smart Destination**  
**International online conference**  
**15-16 of June 2021**

**Day 1,**  
**15 of June 2021**

**The challenge of data interoperability for tourism promotion and travel information**

The day focused on the challenges of data interoperability starting from the context of the project, analyzing best practices and perspectives, sharing experiences and ending with a debate that involved the partners in answering questions related to interoperability systems and developed applications.

From the introduction, [Magali ALTOUNIAN](#), Deputy Mayor of Nice, Deputy for European Institutions, Deputy for City Influence, Sub-delegate for Finance, underlined the importance of innovative actions in the tourism sector, together with the opportunities arising from relations with other realities of the area of cooperation to support the relaunch of enterprises and economy, overcoming territorial boundaries.

**Keynote speech on the interoperability of tourism data**

[Francesco TAPINASSI](#), Scientific Coordinator Buy Tourism Online and Director Toscana Promozione Turismo

The importance of tourism innovation and data sharing between destinations is crucial because a divisive model does not meet the visitors' needs. The tourist experience is a combination of actors, public and private, who must aim at the common goal of creating a hospitable and welcoming destination. It must be "smart" because it is attentive to the needs of its guests, who are more interested in the "what" than in the "where".

Digital tools are facilitators, but the change must be organizational, the relationships between public and private and between different regions and countries, must change.

A new collaborative paradigm starts from the ontology of information: through descriptive models a common language is found to narrate an itinerary that crosses territories and borders.

The capitalization of the work conducted over the years allows us to face this challenge by confirming the centrality of digital information as a model of reference simplification for a world free from barriers. This model is easy for the traveler, for increasingly hospitable destinations.

**The Smart Destination project: public tourism data available in real-time**

[Alice JUDE](#), Head of the Cross-Border and European Cooperation Department, Métropole Nice Côte d'Azur

[Stéphane ROUX](#), Head of Smart City and Tech, Métropole Nice Côte d'Azur

[Alessandro MANNINI](#), ICT Analyst and System Administrator, [Fondazione Sistema Toscana](#)

The Interreg Italia Francia Marittimo [SMART DESTINATION](#) project was launched in April 2018 and consists of 7 partners with Tuscany Region as the lead partner.

SMART DESTINATION addresses the cross-border destination issue as it has united 4 territories in order to collect, update and promote tourism data with an interoperability system: from 4 distinct databases with differing data collection systems, a single interface has been created that reproduces data on the basis of a common model. The 4 databases therefore have a single access point that combines the data in a harmonic, uniform and up-to-date way, with a shared ontology, a common significance to the information of the 4 territories.

**La coopération au coeur de la Méditerranée**  
**La cooperazione al cuore del Mediterraneo**



Regione Toscana



REGIONE AUTONOMA  
DE SARDEGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



REGIONE  
LIGURIA

MÉTROPOLE  
NICE CÔTE D'AZUR

entro assistenza  
tecnica  
www.entrotecnica.it



fondazione  
sistema toscana



CCI PROVENCE  
ALPES CÔTE D'AZUR

The system has been validated through the development of two software programs:

- [Smart Tour](#) allows tourists to discover various products and plan their stay via geo-referenced content search,
- [Smart Monit](#) allows operators to analyze flows and searches by tracking profiled data based on user specifications and to improve offerings over time.

These tools are only demonstrative, and not available on the market yet, but they can be useful as governance tools for public administrations and tour operators since understanding the visitors' interests will allow them to optimize the offer.

Destinations are sitting on a wealth of valuable data for marketing strategies and actions. One of the key issues regards skills and experiences.

Data can be used to build up sustainable indicators and data analysis to improve collaboration between all parties: public and private sectors need to take part in projects of this kind to share experiences and expertise in order to strengthen destination management organizations. These are important intermediaries that bring value to destinations.

### **Panel discussion - Interoperability of public tourism data: challenges, best practices and perspectives**

[Manuela BIGI](#), P.O. Head of the Coordination of Integrated Projects of Tourism and Commerce, Tuscany Region. Has moderated the panel discussion underlining the importance of data assets for the development of marketing strategies and the relevance of skills and experiences in the tourism sector.

[José LUIS CORDOBA](#), Andalusia Region, leader of the European initiative [Tourism of Tomorrow Lab](#), [NECSTouR network member](#)

Data can be used to build up sustainable indicators and data analysis to improve collaboration between all parties: the public and private sectors need to take part in projects of this kind to share experience and expertise in order to strengthen DMOs, destination management organizations. DMOs are important intermediaries in bringing value to destinations.

[Dario BERTOCCHI](#), [SHAPETOURISM project](#), [INTERREG MED](#), Research Professor, Department of Economics, Ca'Foscari University, Venice, Italy

[SHAPETOURISM](#) has created a platform that through indexes of competitiveness, attractiveness, sustainability and reputation of destinations explains to us the tourism infrastructure part: an easy-to-use open access tool that compares different regions on the basis of attractiveness, anthropic, economic, institutional and social capital. The project, which ended in 2018, continues through capitalization activities. The indicators were created on the open access basis of Eurostat, a large database that expedited the partners' work, which uses the European statistical office's schemas. The time-based update allows the platform to run...

[Claudia GUZZON](#), [Rete CRPM](#), [Progetto Best MED](#), [INTERREG MED](#)

[BEST MED](#) and [SMARTMED](#) are two strategic projects with complementary focus: SMARTMED strengthens the capacity of tourism stakeholders, BESTMED works on data sustainability and redistribution of flows from coastal areas to cultural itineraries. The aim is to address public policies in a coherent and effective way for the management of tourism data. Territorial players have been involved to discuss the management model. [PANORAMED](#) project has also been working on shared platforms and data exchange...

[Céline COULOMB](#), Regione Sud Provence-Alpes-Côte d'Azur, [Passerelle Geotrek-Apidae - Progetto Outdoor data](#), [INTERREG ALCOTRA](#)

The project has developed a single database to standardize tourism information: Apidae is the database, Geotrek is the tool that allows the development of the geographical database per territory.

The link between Apidae and Geotrek allows importing itineraries on the basis of certain criteria and so far 700 itineraries have been collected. The validation process allows to increase the quality of the data. The collaboration of the involved players, the awareness of the importance of data sharing and the training were key elements for the overall success of the project.

La coopération au coeur de la Méditerranée  
La cooperazione al cuore del Mediterraneo



Regione Toscana



REGIONE AUTONOMA  
DE SARDEGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



REGIONE  
LIGURIA

MÉTROPOLE  
NICE CÔTE D'AZUR

entro assistenza  
tecnica  
fondazione



fondazione  
sistema toscana



CCI PROVENCE  
ALPES CÔTE D'AZUR

**Marta BAGGIANI**, [Managing Authority Cooperation Interreg Italy - France Maritime Cooperation Programme 2014-2020](#)

The Interreg Maritime program has financed many projects on sustainable, intelligent and innovative tourism, for the competitiveness of businesses and the enhancement of cross-border offer. Its aim is to support and facilitate the interaction between public and private partners in the creation of an integrated ecosystem tourism and the promotion of common tools and methodologies. In the future, the program will continue to support innovation and interoperability, but also governance, in particular by promoting projects that cross these two aspects.

**Laure COUSSOT**, [Delegate for Cross-Border Affairs, Canton of VAUD, Léman Council, Switzerland](#)

A joint work on an appealing territory led to a common desire to create a tool for sharing information and usable data. The gathering and the study of data provided an opportunity for the creation of a community, a network. Governance and sustainability are crucial and must be extended over time.

### Panel discussion with Smart Destination partners

→ How to hand the information gathered to stakeholders in order to share the outcomes with everybody?

*The principal challenge is to actively involve private operators in the project, making them understand the benefits of the solutions. Live labs have been organized with moments of confrontation and direct involvement to collect technical indications. This was not easy to communicate, but the operators' interest was great and turned into active participation in order to concretely test the potential of the application, pointing out limitations and advantages. To overcome critical issues, operators should be involved from the beginning, by collaborating and networking. Data integration and interoperability among multiple regions are important and useful elements to organize the offer and represent the experiences of individual regions, but also to ensure better governance: the marketing aspect was not covered, but for SMBs that have difficulty relating to the market and are forced to use big players as intermediaries, it would be useful to develop systems that facilitate the direct relationship with the market.*

→ How to involve private stakeholders in the field?

*The testing phase was carried out in close relationship with the territory for representative use cases of all functionalities. Each partner formed a testing team that was tested using demos of the end-user app and the data analytics application. Testing was conducted both remotely and in-person. A web form with point-in-time questions was also provided in order to conduct the first swot analysis of the project. Smart Monit was enthusiastically welcomed because of the data it returns and because it offers useful information for tourism planning for professionals.*

→ How were the decision makers involved?

*The fundamental element was that the partners owned the destination data in order to standardize terminology and ontology. The choice of the right partners and the right interlocutors at the right time is crucial for the planning and the validation: keeping the stakeholders' interest high and involving them at the right stage is a key element.*

→ Can methodologies and tools contribute to projects like BEST MED and is there interest in the creation of the observer network?

*Smart Destination would like to develop a broader network beyond a cross-border one. Data interoperability gets more interesting when it is in a wider range. The challenge in tourism is to identify the right player since there are so many, sometimes in the same region. For our part, we want to share what we have done and expand the range of action.*

→ Do you think you have enough data to maintain this platform and role? Is there enough data for your DMOs or do you lack data in the platform?

*The types of data integrated are a subset of those useful for DMOs so in the future they have to be increased, but we already have a good asset, because we draw from the DNS of the involved regions.*

→ What are destinations in lack of to support and scale these types of platforms?

*We have established standard tools, there is nothing too complicated. Any IT person can load the platform to have shared data. If we want the data to be of good quality, there has to be an existing structure that works with updated data entered at a certain frequency, in order to give a consistent and useful representation. The real challenge is to extend the type of shared data, as far as taxonomy and data models are concerned, because the languages must be standardized.*

*Skills and training are fundamental because in less structured destinations there may be a lack of experts and working in this direction is certainly useful.*

La coopération au coeur de la Méditerranée  
La cooperazione al cuore del Mediterraneo



Regione Toscana



REGIONE AUTONOMA  
DE SARDEGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



REGIONE  
LIGURIA

MÉTROPOLE  
NICE CÔTE D'AZUR

entro assistenza  
E tecnica  
www.entro.it



fondazione  
sistema toscana



CCI PROVENCE  
ALPES CÔTE D'AZUR

## Conclusions

[Francesco PALUMBO](#), Director [Fondazione Sistema Toscana](#), Florence

Regional hospitality, governance, IT programming: what is the function of the public administration in a sector where the private sector supply chain is very important and is done by OTAs with large sums of money?

The reflection at the base of the project should be on the added value that, as public institutions, we are able to give in terms of data: while in the field of promotion and other issues, public administrations are in difficulty compared to the investments made by the private sector. In terms of data knowledge, supply chains and territories, with their wealth and composition of businesses, material and immaterial, natural, cultural and service attractors, public administrations are in a strong position. The added value lies in the widespread collection and organization of data at the local level.

This project has to be the basis of a process that basically targets 3 types of operators:

1. all digital promotion tools where data is a central element in terms of information.
2. with quality data we put the visitor at the center and we pick up his needs, but we can give information back to private operators, to the regional system, to public subjects and to destinations as an aggregation of territorial subjects.
3. the use of the data is crucial for all B2B operators: data can give a good visibility to the interactions between buyers and the territorial offer, it is useful to detect the demand and properly organize the tourism promotion.

Area-wide consultation is a planning process that starts with data and runs on a digital platform.

## Day 2 16 of June, 2021

### The challenges of accessibility and standardization of public tourism data for marketing

[Laurence NAVALESI](#), City and metropolitan Councilor of Métropole Nice Côte d'Azur, head of cross-border relations, private education and religious affairs

Cross-border cooperation is the essence of the European Union, for citizens, businesses and tourists as well. Long-lasting partnerships developed within the framework of European projects allow to carry out innovation, spatial planning, sustainability, cultural heritage and economic development, especially in the field of tourism.

The SMART DESTINATION project, in this sense, is part of the challenges on a coastal scale and is integrated on an interregional level for the whole French-Italian, Alpine and Mediterranean area.

### Keynote speech on the current interoperability of tourism data in the world - contribution of the Smart Destination project to the development of international standards

[Alberto ABELLA](#), Data Modeling Expert and Technology Evangelist, [Fondazione FIWARE](#)

In this sector, the importance of data sharing is crucial and speaking of interoperability, we have 3 lessons to learn:

- use non-restrictive open standards with open specifications and build on real-world cases for ontology and semantics, keep up with the pace of the market to meet needs in a timely manner,
- use a holistic approach that, via shared standards, can integrate various areas.

In order to use this data, the main point on which the project has focused is standardization: the more the models are standardized, the more operators, public and private, will be able to work on them.

La coopération au coeur de la Méditerranée  
La cooperazione al cuore del Mediterraneo



Regione Toscana



REGIONE AUTONOMA  
DE SARDEGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



REGIONE  
LIGURIA

MÉTROPOLE  
NICE CÔTE D'AZUR

entro assistenza  
tecnica  
www.entrotecnica.it



fondazione  
sistema toscana



CCI PROVENCE  
ALPES CÔTE D'AZUR

## Panel discussion - Using public tourism data for marketing: challenges, best practices and perspectives

**Jean Bernard TITZ**, Vice President [Telecom Valley](#), Animator [m-tourisme](#), has moderated the panel discussion.

There are several tourism data models, in order to use them you need standardized ones so more operators can work on them. Smart Destination has been working exactly on this standardization. What we are interested in is public data, open data is a very strong solution that is associated with licensing, so it is important to know how to use them.

The added value will be what Amadeus anticipated: having a significant volume of data in order to forecast. Being able to have a data reading key, that goes beyond re-reading, is certainly of interest for managing tourism promotion strategies and local management interventions. Data must be kept in mind as an instrument of intelligence for destinations.

**Ramon SANCHEZ**, [Amadeus](#), member of the European initiative [Tourism of Tomorrow Lab](#), Madrid, Spain

Collaboration between public and private sectors can be the key to create added value. Public data has territorial coverage and the ability to define new sources, private data has more sophisticated sources, a global vision and looks at the future trying to imagine how it will be.

In order to understand data it is essential to have an open methodology and that operators have the skills to interpret the insights: data must have a purpose, solve a problem, intersect to support ideas and choices, create experience and transfer knowledge for the benefit of the community.

**Nicolas MASSIP**, Vice Director, [Apidae Tourisme](#), Lyon, France

Apidae, a network which today covers a national and international scale, was established in 2004 as a collective initiative of tourism offices and regional tourism committees who wanted to manage their data through a standardized database. The network facilitates the connection among players within the tourism ecosystem in order to boost the local economy. The interest of touristic territories is to release data, but private professionals don't always have the same opinion...

**Roberta MARCENARO**, Co founder and CEO [IMARK](#), Tour Operator, Washington, United States

YOLO is a new platform that enhances experience marketing, a digital platform that works with private operators, especially in Italy, to showcase the best of tourism experiences: it gathers both B2C and B2B partners seeking to build up a mix of public and private. Working collaboratively to have a global experience, we promote the best experiences in order to share them...

**Evelyne SORASIO**, President [HI-FROM - Myvizito](#), Turistic Application, Beausoleil, France

My Vizito is an application that uses public API data to promote territories, a hybrid product intended for small and large destinations. The tourist search engine is connected to Apidae and other IT systems in order to create customized proposals for every tourist. When a tourist visits a place he/she wants to be engaged in activities and get around: our added value is linked to this personalization, meeting visitors' expectations in the best possible way.

**Renzo IORIO**, Chief Executive Officer, Application Transport, [NUGO](#), Rome, Italy

When we talk about tourism we also talk about mobility. NUGO is a digital infrastructure that brings together all forms of mobility by creating a mass mobility as a service system, which focuses on a destination and combines all forms of public mobility to help travellers reach their destination.

The cases presented show that tourism has changed its approach: the territory, the administrations and the service producers have changed their perspective because the travellers' and users' point of view has changed. The aim is to put oneself in the shoes of the traveler, in a facilitated way thanks to digital tools, in order to customize experiences so that destinations can design excellence and create added value.

## Panel discussion with Smart Destination partners

→ [Liguria Region and relations with tour operators within the framework of projects](#)

*Liguria Region has developed a relationship with tour operators, as a result of an expression of interest, which has merged into the SMART DESTINATION project. This will allow these operators to have information on the cross-border area. Another initiative regards training, webinars and seminars for companies to better promote their services and to be more competitive..*

→ [Have you already set plans to extend SD to a larger territory? Will there be a follow-up?](#)

*In September we will sign an agreement between the regions involved during the final event of the project, but we hope to open up to new partners, public institutions and private operators in order to enhance the activity of the project.*

La coopération au coeur de la Méditerranée  
La cooperazione al cuore del Mediterraneo



Regione Toscana



REGIONE AUTONOMA  
DE SARDEGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



REGIONE  
LIGURIA

MÉTROPOLE  
NICE CÔTE D'AZUR

entro assistenza  
tecnica  
www.entrotourism.it



fondazione  
sistema toscana



CCI PROVENCE  
ALPES CÔTE D'AZUR

→ How are you positioning and strategizing as a public/private partnership today? Will you sign contracts for App development and promotion?

*The project's main goal is to make the databases accessible, so starting today if a business wishes to do so they can get in touch with us and have access to the data on the platform. If companies start using the product and give us feedback, the product will develop. What Apidae does can be implemented across borders, we don't have a business model, but we offer a service..*

→ The idea that the destination decides what activity has to be done in order to be sustainable for the territory is an approach that you share?

*The answer is complex because this project proposes a single destination that is a collage of several territories and each of these has several realities within it. The choice has been to combine cultural sites, nature, rural and maritime experiences in a punctual way according to a logic of neutrality. The project governance can continue to share all the available information or it can follow the strategy of promoting itself as a macro destination for a specific area of interest.*

→ How has the issue of intellectual property of the data, in case of a video or photo, been handled?

*We have data produced by the tourism bureau, public data that we retrieve and put on the platform. The issue is very concrete: it is the institution that publishes a content that is responsible for verifying the authorizations, but quite often we realize that some contents are published wildly and the scope of the dissemination is immense and unmanageable. There is a lot of pedagogy to be done about the legal issue. Tuscany Region has internally produced content, but since it is a collaborative platform, sector operators and public institutions can access it through agreements and checks on the produced content.*

→ What is the project's reflection on open data?

*What wasn't working about open data was that they weren't updated regularly. We wanted to make up-to-date data accessible. In France, open data of the same nature is published in a way that isn't necessarily current. There is a lack of a common model for data entry, which must be updated. The Italian experience with the portal of the Tuscany Region faces the same problems: standardization and updating and different formats.*

→ Two apps have been mentioned, Smart Tour and Smart Monit: are they bilingual?

*The app is available in 3 languages, Italian, French and English. The demo was in Italian, but it is also available in the other two languages. As for Smart Monit, at the moment only the Italian version has been released, but it has been developed in the 3 languages.*

## Conclusions

[Clémentine CHIER](#), Research Engineer EUR ELMI in charge of Economic Studies ELMI Expertise, [Université Nice Côte d'Azur](#)

Data is a strategic resource, it's the new gold dust and the challenge is about accessibility. Making data interoperable is a necessity: softwares must respond to the professionals' needs, but in a standardized way without burdening the loading work. The challenges are therefore in standardization, but the benefits are undeniable for public and private entities and for the world of academic research. The challenge of interoperability, moreover, requires coordination between the various operators and the debate opens up to the business model that must be built in order to provide open data. The work carried out by the SMART DESTINATION project has met the challenge of making data interoperable across two different countries and utilizing tourism data, an important economic sector with dynamic and heterogeneous variables, but nonetheless an ecosystem that offers great possibilities.

La coopération au coeur de la Méditerranée  
La cooperazione al cuore del Mediterraneo



Regione Toscana



REGIONE AUTONOMA  
DE SARDEGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



REGIONE  
LIGURIA

MÉTROPOLE  
NICE CÔTE D'AZUR

entro assistenza  
tecnica  
partecipazione



fondazione  
sistema toscana



CCI PROVENCE  
ALPES CÔTE D'AZUR

## THE SPEAKERS

[Magali ALTOUNIAN](#), Deputy Mayor of Nice, Delegate to European Institutions, City Influence, Sub-delegate to Finance  
[Laurence NAVALES](#), Municipal and Metropolitan Councillor of Métropole Nice Côte d'Azur in charge of cross-border relations, private education and religious affairs  
[Francesco TAPINASSI](#), Scientific Co-ordinator, [Buy Tourism Online](#) and Director Toscana Promozione Turismo  
[Alberto ABELLA](#), Data Modeling Expert and Technology Evangelist, [Fondation FIWARE](#)  
[Francesco PALUMBO](#), Director [Fondazione Sistema Toscana](#)  
[Clémentine CHIER](#), Research Engineer EUR ELMI in charge of Economic Studies ELMI Expertise, [Université Nice Côte d'Azur](#)

## SMART DESTINATION PROJECT

[Alice JUDE](#), Head of the Cross-Border and European Cooperation Department, Métropole Nice Côte d'Azur  
[Stéphane ROUX](#), Head of Smart City and Tecnica, Métropole Nice Côte d'Azur  
[Alessandro MANNINI](#), ICT Analyst and System Administrator, Fondazione Sistema Toscana

## PANEL DISCUSSION

### Interoperability of public tourism data: challenges, best practices and perspectives

Manuela BIGI, P.O. Head of Coordination of Integrated Projects of Tourism and Commerce, Tuscany Region  
[José LUIS CORDOBA](#), Andalusia Region, leader of European initiative [Tourism of Tomorrow Lab](#), Network Member [NECSTouR](#)  
[Dario BERTOCCHI](#), [Progetto SHAPETOURISM](#), [INTERREG MED](#), Research Professor, Department of Economics, Ca'Foscari University, Venice, Italy  
[Claudia GUZZON](#), Network [CRPM](#), [Progetto Best MED](#), [INTERREG MED](#)  
[Céline COULOMB](#), Région Sud Provence-Alpes-Côte d'Azur, [Passerelle Geotrek-Apidae - Progetto Outdoor data](#), [INTERREG ALCOTRA](#)  
Marta BAGGIANI, Managing Authority [Interreg Italy - France Maritime Cooperation Programme](#)  
[Laure COUSSOT](#), Delegate for cross-border affairs, Canton of VAUD, [Consiglio di Léman](#), Switzerland

### Utilizzo dei dati turistici pubblici per la commercializzazione: sfide, buone pratiche e prospettive

[Jean Bernard TITZ](#), Vice President [Telecom Valley](#), Promoter [communauté m-tourisme](#)  
[Ramon Sanchez](#), [Amadeus](#), member of the European initiative [Tourism of Tomorrow Lab](#), Madrid, Spain  
[Nicolas MASSIP](#), Vice Director, [Apidae Tourisme](#), Lyon, France  
[Roberta MARCENARO](#), Co founder and CEO, [JMARK](#), [Tour Operator](#), Washington, United States  
[Evelyne SORASIO](#), President HI-FROM - [Myvizito](#), [Tourism Application](#), Beausoleil, France  
[Renzo IORIO](#), Chief Executive Officer, Application Transport, [NUGO](#), Rome, Italy

## Debate with the partners

[Regione Toscana & FST](#): Manuela Bigi & Alessandro Mannini  
[CAT Confesercenti](#): Gianni Masoni & Massimiliano Gini  
[Métropole Nice Côte d'Azur](#): Alice Jude & Stéphane Roux  
[CCIR PACA](#): Laure Nervi & Julie Giordano  
[Regione Liguria](#): Daniela Bruzzo & Gabriele Talarico  
[Regione Sardegna](#): Tiziano Onnis & Christian Scioni

La coopération au coeur de la Méditerranée  
La cooperazione al cuore del Mediterraneo



Regione Toscana



REGIONE AUTONOMA  
DE SARDEGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



REGIONE  
LIGURIA

MÉTROPOLE  
NICE CÔTE D'AZUR

entro assistenza  
tecnica  
partecipativa



fondazione  
sistema toscana



CCI PROVENCE  
ALPES CÔTE D'AZUR

<b>THE PROJECT</b>	<a href="#">Interreg Marittimo SMART DESTINATION</a>
<b>THE PROGRAM</b>	<a href="#">Programma di Cooperazione Interreg Italia Francia Marittimo</a>
<b>DIGITAL TOOLS DEVELOPED BY THE PROJECT</b>	<a href="#">Smart Tour</a>
	<a href="#">Smart Monit</a>

## BEST PRACTICES REFERENCES AND SHARED EXPERIENCES

<b>INTERREG MED</b>	<a href="#">SHAPETOURISM</a>	Destination competitiveness and sustainability indices
	<a href="#">MITOMED+</a>	Data sharing for sustainable tourism
	<a href="#">SMARTMED</a>	Reinforce tourism stakeholders' capacity
	<a href="#">PANORAMED</a>	Shared platforms and data exchange
	<a href="#">BEST MED</a>	Data sustainability and redistribution flows
<b>INTERREG ALCOTRA</b>	<a href="#">OUTDOOR DATA</a>	Databases for consistent tourism data and geographic itineraries
<b>INTERREG EUROPE</b>	<a href="#">EPICAH</a>	Governance tools for cross-border progress
<b>BEST PRACTICES EXAMPLES</b>	<a href="#">NECSTouR</a>	Sustainability for the competitiveness of destinations
	<a href="#">VISITTUSCANY</a>	Tourism reference website for Tuscany
	<a href="#">TuscanyTogether</a>	Planning tool for public operators in Tuscany (information, hospitality, policies, promotion)
	<a href="#">Costanza Lake</a>	Promotion of the destination with joint DMS among 4 states
	<a href="#">Léman Lake</a>	Promoting destinations with shared data and information
	<a href="#">Tourism of Tomorrow Lab</a>	Data use for sustainable indicators
	<a href="#">Apidae</a>	Collaborative database for tourism information
	<a href="#">My Vizito</a>	Collaborative search engine for travelers
	<a href="#">NUGO</a>	Mobility experience planning app
	<a href="#">YOLO</a>	Digital experience platform
	<a href="#">AMADEUS</a>	Technology leader for travel experiences
	<a href="#">Buy Tourism Online</a>	Leading event in Italy on online travel and innovation

La coopération au coeur de la Méditerranée  
La cooperazione al cuore del Mediterraneo



Regione Toscana



REGIONE AUTONOMA  
DE SARDEGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



REGIONE  
LIGURIA

MÉTROPOLE  
NICE CÔTE D'AZUR

entro assistenza  
tecnica  
partecipativa



fondazione  
sistema toscana



CCI PROVENCE  
ALPES CÔTE D'AZUR